GROWING EACH YEAR!

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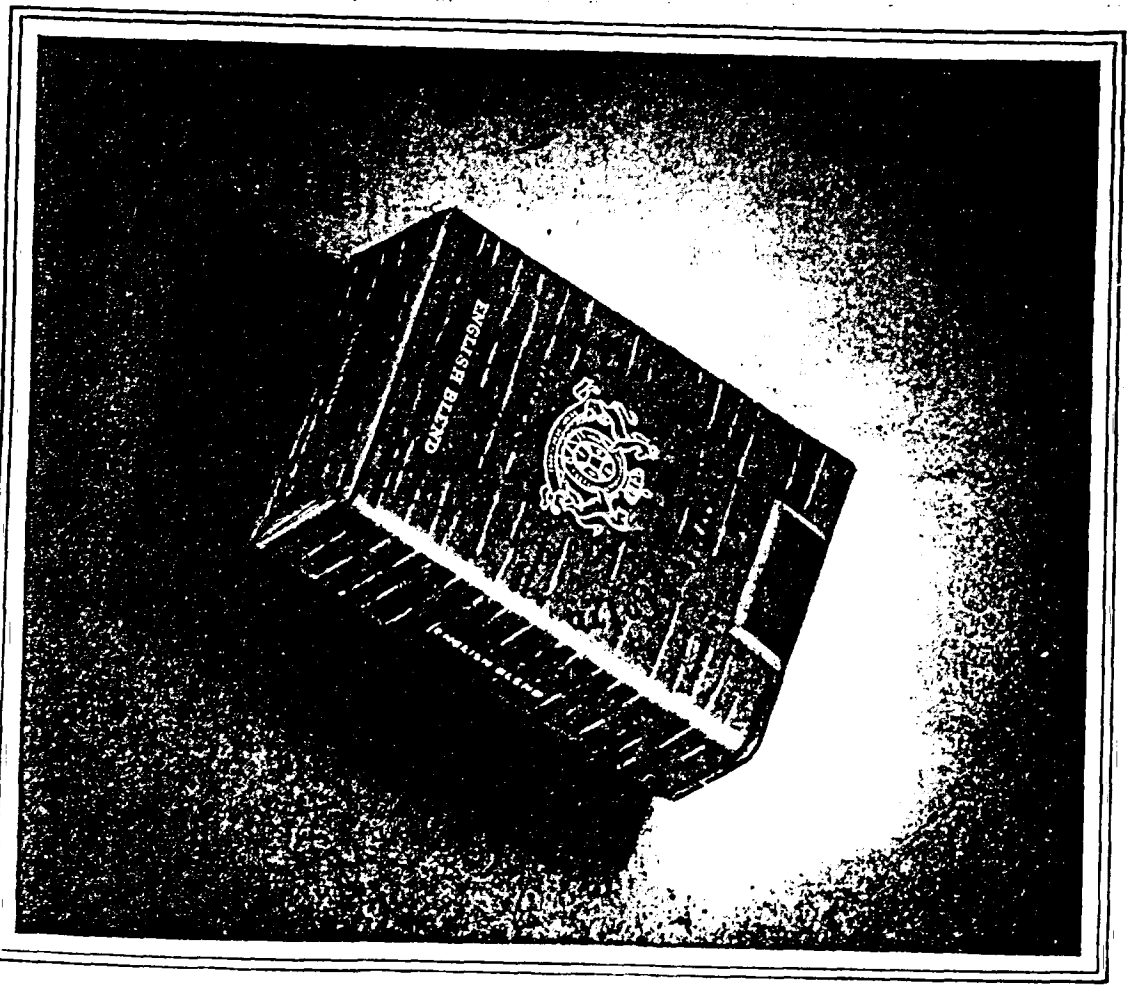
. . . because each year more people join in this Call for Philip Morris — people who have discovered that Philip Morris is a superior cigarette — superior for the nose and throat — *a superiority recognized by eminent medical authorities!*

1940 was Philip Morris' biggest year. *Today* — why not join the thousands of new Philip Morris smokers who will make 1941 even bigger?

CALL FOR PHILIP MORRIS!

AMERICA'S
FINEST
CIGARETTE



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